



Jolly Old Santa Claus Welcomes You All to the Jolly Go Round and Mother Goose Hall

Patricia, just from Paris, so pretty and so sweet,
Dressed in flower like frock of silk,
Is French from head to feet, \$5.75



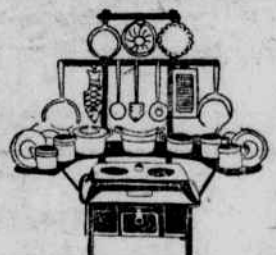
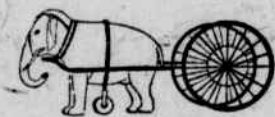
See her Dressing Table
with its mirror, comb
and all,
Guess she's going to
prink, perhaps she's
dressing for a ball,
\$10.50

Mary's Lamb was never
half so soft and warm
as this,
With wool so white, he's
surely just the pet for
any Miss, \$5



To ride the waves on
Duckback, that's a
funny thing to do,
But Clarence Clown en-
joys it, so would I,
now wouldn't you?
\$2.50

"Ting a ling," the bell
says, every time the
wheels go round,
But the Elephant's so so-
ber, I don't think he
hears a sound, \$2.50



A really, truly stove with
every tiny pot and
pan,
Such fun to cook a din-
ner on! Let's try, I'm
sure we can, \$6.50

TOYLAND—SEVENTH FLOOR

Black Silks of Finest Quality

Black Crepe de Chine—A truly excellent quality
in a close firm weave, 40 inches wide, \$2.75 yard.

Black Canton Crepe—An unusual value,
40 inches wide at \$2.95 a yard.

Imported Black Silk Grenadine—Of softest
quality in dull finish, especially woven for mourn-
ing, 40 inches wide at \$3.50 a yard.

Black Satin Canton—A wonderfully soft,
drapy quality, 40 inches wide, \$3.95 a yard.

GROUND FLOOR

Fresh from England are these

Woven Check Voiles \$1.50

Some of the smartest color combinations yet seen
have been woven into these checked voiles of soft
slub yarn. Toast and blue, black and yellow, red
and black and many others are offered—all on
white grounds. An unusual selection of the newest
shades at \$1.50 a yard.

SECOND FLOOR

Dainty Toilet Sets \$27.50

Every article one can possibly use on the dressing
table—16 pieces in all—made of a good quality
celluloid and decorated with dainty flower designs.
It is the kind of gift a young girl would be over-
joyed to have. The price is most moderate in view
of the number of articles in the set.

GROUND FLOOR

Young People's Store

Convenience and ease of shopping for children's
apparel—everything that a child wears is grouped
into a store unit on our

FOURTH FLOOR

Lord & Taylor

FIFTH AVENUE
TELEPHONE FITZROY 1900

The Holiday Offering of Women's "ONYX" HOSIERY

An exceptional value in women's full fashioned silk
hose with lisle top and sole. Square heel. Black,
white, brown, grey and many of the latest
shades. Per pair **\$1.35**

An unusual quality silk hose, with lisle top and sole;
very durable. Square heel. Black, white, brown,
grey and almost every wanted shade. Per pair **\$1.65**

Women's extra size hose in black, white, silver,
browns, flesh, beige and gun metal. Square
heel. Per pair **\$1.95**

A value worthy of special note. All silk hose.
Square heel. Black, white and colors. Per pair **\$1.95**

One of our most tempting values. An excellent
chiffon silk hose. This is made in black and almost
every desirable color at an exceptionally low price.
Square heel. Also a medium weight of
excellent quality. Per pair **\$2.45**

Plain hand-clocked hose of excellent quality. Black,
clocked in white; white clocked in black.
Lisle sole and top. Per pair **\$2.50**

All silk, per pair, \$2.95

Our unusual holiday offering of a fine selection
in all silk. Black and a complete range
of the leading colors. Per pair **\$2.85**

GROUND FLOOR



Gowns \$55

Women's afternoon gowns of
an unusually fine quality of
Canton crepe are seldom ob-
tainable in the smart simplicity
of these designs at \$55. One
model is finished with the new
drop-stitch crepe, in long lines
that add to its slender effects;
the other, a copy of a Roland
model, is embroidered in a grace-
ful design of chenille. They
are also purchasable in the usual
navy blue and black.



Coats \$125

Beaver, one of the season's most
favored new furs, is used to
trim two new models in heavily
lined and interlined women's
winter coats of long-wearing
pile fabrics. For those who
prefer the cooler greys, there
are squirrel-trimmed models.
Some models are loose and
wrappy in effect; others are
cleverly designed to make their
happy wearer look fashionably
slender.

THIRD FLOOR



Sweaters

Trampers, skaters, and all
vigorous people who go abroad
no matter what the weather,
will want one or more of
these smart sweaters. Sketched
is a sweater, \$12.50, scarf,
\$10.50, and hat, \$4.95, of
brushed wool in brown with
red stripes. Also at the right,
a particularly smart brushed
camels hair jacket-sweater, with
leather buttons, and entire
crepe de chine lining, \$29.50



Negligees and Bathrobes

Make Charming Christmas Gifts

A Printed Silk Negligee—Graceful in line and
lovely in color, rose, copenhagen and navy \$19.75

Satin Comfy Robes—Quilted in lamb's wool
and silk lined throughout. Crepe de chine or satin
\$19.75

Boudoir Sacques—Softest of chiffons and lace
in delicate colors and dainty French flowers \$16.75

Boudoir Caps—Point-d'esprit trimmed with
lace and ribbon \$2.95

Blanket Robes—A full model to wrap well
around you. Collar and cuffs are satin trimmed \$5.95

Silk Lingerie Is Always Welcome

Night Gowns—Of radium silk \$5.95 to \$8.95,
crepe de chine \$4.50 to \$10.75, washable satin
\$7.95 to \$9.50

Envelope Chemises—Step-in models, crepe de
chine \$2.95 to \$5.95, radium silk \$2.95 to \$5.95

Vests and Drawers—Made to wear in sets.
Crepe de chine, each \$2.95 to \$6.95, radium silk
\$3.45 and \$3.95, crepe satin, each \$5.95

SECOND FLOOR

Hudson Seal Coats

(Dyed Muskrat)

The coat without an equal for utility combined
with smartness of appearance. These coats, 40 inch
length, have self collar and cuffs \$245

Contrasting Collar and Cuffs—40 inch length.
Collar and cuffs of squirrel, fitch or skunk, each \$295

46-inch Length—An unusual length for those
who want to wear their coats for evening as well as
during the day. Self collar and cuffs, \$325.

Model Coats—Women who seek decided dis-
tinction in fur coats will be interested in our col-
lection of models in various lengths trimmed with
contrasting fur collar and cuffs, \$325 to \$595

FOURTH FLOOR



The Newest French Note Appears in

A Smart Tie Pump \$10.75

Copied from a French shoe, with the short vamp,
round toe and well balanced high heel typical of
the best French footwear, this pump is a decided
addition to the ranks of smart shoes for winter.
It is made in three different materials, each one a
favorite of this season—black suede with patent
leather trimming, brown suede with brown kid
trimming or all patent leather. A shoe for which
you will find innumerable uses.

SECOND FLOOR

Leather Gift Slippers for Men \$5

A congress of men's slippers has been convoked
in the Man's Shop on the tenth floor for a Christ-
mas session. Here are slipper delegates represent-
ing every type of man. Almost every variety of
slipper known is here too, from the up-to-the-
minute Opera to the good, old-fashioned Romeo.

Among those present are the Opera slipper,
in black, mahogany, tan, grey and red kidskin,
full kid lined; the Everett model, some with cut-
out vamps for decorative effect; another Opera
model featuring Morocco leather in red and brown,
and Romeos in black or tan. All priced at \$5

Unofficial delegates are soft-soled felt slippers,
in purple, brown, grey and blue. \$1.75 to \$2.75

THE MAN'S SHOP—TENTH FLOOR

Oriental Rugs Reduced

PERSIAN AND CHINESE DESIGNS

The reductions we have taken on these rugs make this a most im-
portant and timely event. Important because it presents an opportunity
to secure a genuine Oriental at a price far below its usual figure;
timely because you may place it in your home now to add its influ-
ence to the holiday atmosphere. These rugs have all been selected from
our regular stock and represent the perfection found only in Orientals.

\$55 A group of Persian Mosouls,
about 3½ x 6 feet.

\$95 Fine Persian Dozars, about
4½ x 6 feet.

\$145 Choice Persian Sarouks,
about 4½ x 6½ feet.

\$225 Good quality Chinese Rugs,
8 x 10 feet.

Our large assortments of Orientals include Persian Araks in mulberry and dark blue,
about 9 x 12 feet, \$345 to \$425. Chinese Rugs, about 9 x 12 feet, from \$265 to \$475.
Persian Sarouks, about 9 x 12 feet, \$675 to \$875

FIFTH FLOOR